DOCUMENT RESUME

ED 354 195 SO 022 772

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TITLE Using the Purdue University Public Affairs (C-SPAN) Video Archives in the Classroom To Study President George Bush and the Language of Aggression during the Persian Gulf War.
PUB DATE 92
NOTE 33p.
PUB TYPE Information Analyses (070) -- Reports - Descriptive (141)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Communication (Thought Transfer); *Communication Research; Higher Education; *Presidents of the United States; Social Science Research; United States History; Videotape Recordings; *War
IDENTIFIERS *Bush (George); C SPAN; *Gulf War; Purdue University IN

ABSTRACT

This paper describes the methodology employed to study videotapes of presentations made by President George Bush during the crisis in the Persian Gulf. Analysis of President Bush's language in relation to the events of the Gulf War was undertaken. Videotapes were used because they allowed for analysis of nonverbal communication as well as verbal statements. A chart was developed that allowed the reviewer to study the President's communication in terms of logo (use of reasoning), ethos (character of speaker), and pathos (stimulation of emotions). The President's communication on the 11 videotaped presentations was analyzed using the chart technique. Eleven filled in charts are included along with a 13-item bibliography. (DB)

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USING THE PURDUE UNIVERSITY PUBLIC AFFAIRS (C-SPAN) VIDEO ARCHIVES IN THE CLASSROOM TO STUDY PRESIDENT GEORGE BUSH AND THE LANGUAGE OF AGGRESSION DURING THE PERSIAN GULF WAR

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This paper describes methodology for studying President George Bush and the language of aggression during the Persian Gulf War. Such methodology is beneficial in the classroom and with individual research efforts. The Purdue University Public Affairs (C-SPAN) Video Archives is the primary source used in this study because analysis focuses not only on literal statements but on nonverbal communication channels as well.

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USING THE PURDUE UNIVERSITY PUBLIC AFFAIRS (C-SPAN) VIDEO ARCHIVES IN THE CLASSROOM TO STUDY PRESIDENT GEORGE BUSH AND THE LANGUAGE OF AGGRESSION DURING THE PERSIAN GULF WAR

This paper describes methodology for studying President George Bush and the language of aggression during the Persian Gulf War. Such methodology is beneficial in the classroom and with individual research efforts. The Purdue University Public Affairs (C-SPAN) Video Archives is the primary source used in this study because analysis focuses not only on literal statements but on nonverbal communication channels as well. The author sees the teaching and research functions of C-SPAN usage as mutually enriching.

Use of the Purdue University Public Affairs Video Archives is essential in a thorough inquiry such as this. Written transcripts of speeches and presentations by President Bush provide literal meanings but provide no insights regarding nonverbal communication cues. Usage of transcripts (as a singular source) has serious limitations. Nonverbal communication scholars have clearly substantiated over 50% of our meanings are communicated through nonverbal channels. Thus, transcripts provide roughly half of a speakers overall meaning. Videotapes of the actual speeches provide verbal statements, nonverbal messages, and situational context.

The aforementioned research uses Persian Gulf War presentations delivered by President Bush between August 2, 1990 (the day Iraq invaded Kuwait) and January 16, 1991 (when the air war against Iraq began). Such presentations

were ordered, on 1/2 inch VHS tapes, from the Purdue University Public Affairs Video Archives after obtaining the Archives index of C-SPAN tapes dealing with the Persian Gulf War. All of Bush's presentations, available from the C-SPAN tape index for the aforementioned period, were used for this study. Formats of delivery include news conferences, speeches, news briefings, White House events, and joint meetings. Using all of the Bush presentation tapes available from the C-SPAN index provides an appropriate way to limit/define the tape sample studied.

Study of said presentations allows analysis of President Bush's language of aggression in relation to events and intentions in the Persian Gulf War. Analysis of literal verbal statements provides insights regarding labeling (usage of action verbs) and the use of symbols. Analysis of nonverbal communication provides insights regarding the role of vocalics & paralanguage cues (pitch, rate, tone, & volume), occulesics (eye behavior), and kinesics (gesturing). Analysis of the verbal statements and nonverbal messages is enhanced through appreciation of situational contexts the statements and messages are communicated within.

Study of the aforementioned areas (verbal statements, nonverbal communication and situational contexts) can be done using the chart provided as Attachment #1 to this paper. This chart uses the Aristotelian perspectives of logos, ethos, and pathos as a framework for interpreting Bush's reasoning, character, and emotional appeal. His reasoning,

character, and emotional appeal are conveyed through his verbal statements, nonverbal communication, and situational contexts.

Eleven tapes are studied in the project using the chart. The chart is appropriate for usage by individual researchers or with students in classroom settings. The author will discuss chart usage in the classroom since his use of C-SPAN tapes has been for both individual research and as a pedagogical tool.

Review of each tape begins by noting the tape date, title, length, topic, type of presentation, and location of presentation. This information helps define the situational context of the presentation. It is easily obtained from the tape description provided on each cassette (except for the topic, which is best ascertained after viewing the tape).

Ideally, each tape should be viewed three times. This allows specific focus on logos (use of reasoning), ethos (character of speaker), and pathos (stimulation of emotions). The first viewing is for analysis of logos (use of reasoning). The chart instructs the reviewer to provide a brief summary of main points and describe how these main points are substantiated. The reviewer also responds to a statement ("The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points") strongly agree, agree, neutral, disagree, or strongly disagree.

The second viewing is for analysis of ethos (character

of the speaker). The chart instructs the reviewer to provide a brief summary of main factors that comprise the speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed. The reviewer also responds to a statement ("The speaker effectively conveys positive character") strongly agree, agree, neutral, disagree, or strongly disagree.

The third viewing is for analysis of pathos (stimulation of emotions). The chart instructs the viewer to provide a brief summary of the speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved. The reviewer also responds to a statement ("The speaker effectively stimulates audience emotions") strongly agree, agree, neutral, disagree, or strongly disagree.

Analysis of the presentations, using this chart, provides a means by which reviewers can formulate concise interpretations. Without such a framework for interpretation, reviewers can too easily generalize their observations. Use of the Likert Scale (strongly agree, agree, neutral, disagree, strongly disagree) in relation to the statements posed for logos, ethos, and pathos provides a foundation for classroom discussion of the presentations (i.e. presentations can be numerically scored regarding speaker effectiveness in these three areas).

An area for additional comments is provided at the bottom of the chart. Occasionally the reviewer may have an

observation that does not directly relate to logos, ethos, or pathos that he/she feels is relevant to the process of presentation evaluation.

The eleven presentations analyzed in this study are listed in the bibliography. Each tape has been analyzed by the author using the aforementioned chart. Attachments 2-12 of this paper provide the eleven charts (one for each presentation). Review of these attachments will evidence findings based on verbal statements, nonverbal communication, and situational contexts. Stated findings illustrate the benefit of using videotapes of presentations rather than written transcripts, in that nonverbal communication and situational contexts cannot be evaluated using written transcripts.

An example of such a finding is described in Attachment #4. Review of the tapes indicate Bush consistently pronounces Saddam Hussain in a manner different than journalists, spokespersons, and those interviewed. This unique pronunciation is of the name Saddam. Bush's unique pronunciation of Saddam rhymes with "Adam". The more common pronunciation of Saddam can be described as "Saw-dawm" (with emphasis on the first syllable).

The author (who is a Major in the U.S. Air Force Intelligence Service/Reserves) asked a military linguist about this pronunciation difference. The linguist explained Bush's pronunciation of Saddam is incorrect and translates to "orphaned shoe-shine boy". The more common translation of

Saddam is correct and translates to "highly revered one". This finding exemplifies a unique form of (what the military refers to as a) "psychological operation".

Use of these videotapes is suitable for classroom settings and individual research. Findings (and videotape excerpt examples) are appropriate for classroom usage, as described in this paper, and delivery at professional conferences. Student understanding can be benefited in a variety of courses in the communication arts curriculum, including mass media, persuasion, cross-cultural communication, rhetorical communication theory, interpersonal communication, and public speaking. Regarding individual research efforts, findings (and methodological considerations) would be relevant for presentation in many of the areas of the Speech Communication Association's annual national meeting (i.e. Media Forum) and suitable for publication in professional journals.

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"Situation in Persian Gulf," C-SPAN Public Affairs Video Archives. August 8, 1990 (ID 13458).

"Troop Deployment," C-SPAN Public Affairs Video Archives. August 8, 1990 (ID 13455).

"U.S. Persian Gulf Resolutions," C-SPAN Public Affairs Video Archives. January 12, 1991 (ID 15678).

Attachment 1

Tape Date-

Topic-

Title-

Type of Presentation-

Length-

Location-

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	4	5

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	4	5

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	4	5

ADDITIONAL COMMENTS:

Attachment 2

Tape Date- Aug. 2, 1990
Title- Bush & Thatcher on Invasion of Kuwait
Length- 15 min.

Topic- Measures being taken to restore Kuwait government
Type of Presentation- News Conference (prepared statement)
Location- Aspen, Colorado / Aspen Institute (outside)

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	(4)	5

Bush states the overall objective is to restore the legal government of Kuwait. The effort to restore the government will be led by the United Nations. The U.S. is not ruling any options in or out at this time. Iraq's invasion of Kuwait is naked aggression.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	(3)	4	5

Bush's most notable factor, regarding character, is "expertness." His consistency with his position conveys an image of being knowledgeable and informed. Other factors, regarding character, are not as evident.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	(2)	3	4	5

Bush's steadfastness to his position seems unwavering but this steadfastness does not stimulate audience emotions. I feel "informed" but not "moved." His overall tone is serious/official/formal (as conveyed by his facial expressions).

ADDITIONAL COMMENTS:

Attachment 3

Tape Date- Aug. 2, 1990

Title- Reaction to Iraqi Invasion of Kuwait

Length- 7 min.

Topic- Immediate & unconditional withdrawal of Iraq from Kuwait

Type of Presentation- News Conference (prepared statement plus questions)

Location- White House Briefing Room

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	4	(5)

Bush calls for the immediate and unconditional withdrawal of Iraq from Kuwait. He states he has called an emergency meeting of the United Nations Security Council, frozen Iraqi assets & Kuwaiti assets, and ordered the State Department to lobby foreign nations to join the condemnation of Iraq.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush's most obvious factors regarding character are trustworthiness and expertness. His resolute position conveys an image of an individual who has a well thought out position and personal convictions supporting this position. Goodwill is mildly apparent.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	(3)	4	5

Audience emotions are mildly stimulated with Bush's emphasis on how the Iraq invasion can affect the U.S. (i.e. "this is a concern for us all I might add" is inflected with emotion). Inspires empathy for Kuwait by calling the invasion "naked agression."

ADDITIONAL COMMENTS:

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Attachment 4

Tape Date- Aug. 8, 1990
Title- Situation in Persian Gulf
Length- 20 min.

Topic- Deployment of U.S. troops to Saudi Arabia
Type of Presentation- News Briefing (answered press questions)
Location- White House Briefing Room

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	(3)	4	5

Bush answered press questions about his decision to deploy troops to Saudi Arabia. Is difficult to evaluate because he did not have a prepared text. Mentions a "line in the sand" has been drawn" and there is "strong support" from other countries.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush's perspective is clear, concise and forthright. This perspective enhances his image as an informed leader who's position is reinforced with rational goodwill... thus he appears trustworthy.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	(4)	5

Stimulates emotional response by saying "Iraq did a blitzkrieg across the border" ("blitzkrieg" associates Iraq with Nazi Germany). Bush is animated when he mentions Saddam Hussain and "strong" support from other countries. Portrays Iraq as a misguided country.

ADDITIONAL COMMENTS: Pronounces Saddam as "Săddăm" (most pronounce Saddam as "Süh-dawm"). A linguist told me "Săddăm" pronunciation is not correct... translates to "orphaned shoe-shine boy." "Suh-dawm" pronunciation is correct... translates to "highly revered one."

Attachment 5

Tape Date- Aug. 8, 1990
Title- Troop Deployment
Length- 10 min.

Topic- Deployment of U.S. troops to Saudi Arabia
Type of Presentation- Speech to American public
Location- White House Oval Office

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	(4)	5

Bush states his intention to send troops to Saudi Arabia and substantiates this action as a defensive measure. His rationale is logical.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	4	(5)

This speech is obviously well planned and rehearsed. Bush speaks from the Oval Office (which enhances his credibility) and his family photos provide a backdrop (which enhance his humanitarian appeal). He is almost "fatherly" (when he provides a benevolently animated explanation for U.S. actions).

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	(4)	5

Bush consistently refers to Iraqi "aggression" that inspires pity/concern for the victim (Kuwait). He refers to the Iraqi invasion as a "blitzkrieg" (associates Iraq with Nazi Germany). His animation cues the audience how he feels about Iraq, Kuwait and the U.S. role.

ADDITIONAL COMMENTS:

Consistently refers to Saddam Hussain with "Săddăm" pronunciation (see Attachment #4).

Attachment 6

Tape Date- Aug. 27, 1990
Title- Events in the Persian Gulf
Length- 31 min.

Topic- Continued planning to restore Kuwait government
Type of Presentation- News Conference (prepared statement plus questions)
Location- Kennebunkport, Maine (outside)

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	(3)	4	5

Bush & the multi-nation intervention in the Persian Gulf are primary topics. Bush consistently emphasizes his resolution to evict Iraq from Kuwait. Multi-nation intervention is also consistently stressed as the means for promoting the eviction. His prepared text was brief (he primarily responded to questions from reporters). Thus, evaluation is difficult.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush's positive character is conveyed through his appearance & serious/concerned tone. He speaks from his vacation home, outside, and wearing a blue blazer over a sport shirt. He seems well rested, comfortable, well informed (regarding his initial statement) and steadfast.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	(2)	3	4	5

Bush's message becomes redundant and lacks development. Thus, audience emotions are relatively unaffected after his main points are first stated. Bush basically states his position... there is no impassioned plea to audience emotions.

ADDITIONAL COMMENTS: Bush consistently pronounces Saddam Hussain as "SĂddĂm" (see Attachment #4).

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Attachment 7

Tape Date- Aug. 28, 1990
Title- Events in the Persian Gulf
Length- 10 min.

Topic- Continued planning to restore Kuwait government
Type of Presentation- Prepared statement to 100 Congress members
Location- Old Executive Office Building

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	(3)	4	5

Bush's reasoning is difficult to evaluate because much of his presentation is reiteration of ongoing policy regarding U.S. involvement in the Persian Gulf. Substantiation for present policy is widely known and restatement would seem redundant

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush seems more self assured than normal (as conveyed through tone of voice, eye contact, and pauses). His confidence is mostly based on the United Nations coalition that supports U.S. policy in the Persian Gulf. This confidence enhances his expertness.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	(4)	5

Bush indirectly invokes the role of the U.S. as the leader of the free world. His audience is comprised of 100 members of Congress... this obviously enhances Bush's audience analysis regarding audience concerns. Bush adequately stimulates pity for Kuwait and anger toward Saddam Hussain.

ADDITIONAL COMMENTS:

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Attachment 8

Tape Date- Sept. 11, 1990
Title- Presidential Address on Persian Gulf
Length- 49 min.

Topic- Iraq must withdraw completely, immediately, & without condition
Type of Presentation- Speech to joint session of Congress
Location- Congressional Chamber

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	4	(5)

Bush states Iraq must withdrawal from Kuwait completely, immediately, and without condition. He emphasizes that American interests are at risk and, in the meantime, calls on Americans to conserve fuel. He also expresses the desire for greater energy independency. All main points support the necessity of Iraqi withdrawal from Kuwait.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush delivered a well polished speech. A good example of statesman oratory (effective pauses and moderately animated). Elements of goodwill and expertness supported Bush's character (as evidenced in his humanitarian appeal and substantiation of appeals).

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	4	(5)

This speech is a high point regarding Bush's ability to stimulate emotion... his speech was interrupted roughly 24 times with applause. He stressed the U.S. will not be "blackmailed". He supported his position with a quote from a private's letter home. Bush praised the U.S. role as leader of the New World Order. The speech was very much a rallying call to Arms.

ADDITIONAL COMMENTS:

He consistently referred to Saddam Hussain as a dictator. He pronounced Saddam as SĂddĂm (see Attachment #4).

Attachment 9

Tape Date- JAN. 9, 1991
Title- GENEVA Meeting on Persian Gulf Crisis
Length- 28 min.

Topic- Failure of peaceful resolution to Persian Gulf Crisis
Type of Presentation- News Conference (prepared statement plus questions)
Location- White House Briefing Room

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	4	(5)

Bush clearly states his dismay with the outcome of the U.S.-Iraq meeting in Geneva. He describes Iraq as unwilling to negotiate a withdrawal from Kuwait and underscores (as a result of Iraqi unwillingness) U.S. endorsement of U.N. resolution 678 (allowing force to remove Iraq from Kuwait).

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush's expertness (thorough familiarity) with the Iraqi invasion of Kuwait is apparent. He has gained credibility for doing what he says he will do... thus enhancing his trustworthiness.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	(4)	5

Bush is obviously disgusted with Iraq. He describes Iraq's behavior at the negotiation as "A total stiff arm." He appears angry at times. Bush inspires confidence and his leadership role is intact (he is flanked by U.S. and United Nations flags). One gets the feeling there is little posturing... Bush seems genuinely frustrated, (especially as conveyed in his tone of voice).

ADDITIONAL COMMENTS:

Attachment 10

Tape Date- JAN. 12, 1991
Title- U.S. PERSIAN GULF RESOLUTIONS
Length- 25 MIN.

Topic- Use of force to remove IRAQI troops from KUWAIT
Type of Presentation- Prepared statement to press (plus questions)
Location- White House Briefing Room

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	4	(5)

Bush states his position clearly. After the House and Senate voted to allow the President to use force in the Persian Gulf, Bush interpreted the results as a solid show of support for the enforcement of the U.N. resolution allowing the use of force to remove Iraq from Kuwait.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	(4)	5

Bush appeared to be mildly dissheveled (i.e. his hair was greasy and uncombed). This indirectly implies his hands-on approach with the Persian Gulf situation (making his normal well-kept appearance less of a priority). The viewer senses expertness and charisma.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	3	(4)	5

Bush is resolute and succinct. This steadfastness inspires confidence in his position (especially since he makes his rationale abundantly clear). He paints a picture of a shameful Iraq and a pitied Kuwait by reiterating the facts (regarding the Iraqi invasion of Kuwait).

ADDITIONAL COMMENTS:

Bush pronounces Saddam Hussain as SĂddĂm (see Attachment #4). A reporter uses the correct pronunciation ("Saw-dum").

Attachment 11

Tape Date- JAN. 16, 1991
Title- PERSIAN GULF WAR: Fitzwater ANNOUNCEMENT
Length- 2 MIN.

Topic- Attack of Iraqi forces by U.S. led coalition
Type of Presentation- News Conference (Bush statement read by Fitzwater)
Location- White House Briefing Room

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	(3)	4	5

MARLIN Fitzwater read A brief statement that the liberation of KUWAIT HAS begun. It is difficult to evaluate his delivery for reasoning due to brevity.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	(3)	4	5

Not appropriate for evaluation since Fitzwater is speaking for Bush.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity).

SD	D	N	A	SA
1	2	(3)	4	5

Not appropriate for evaluation since Fitzwater is speaking for Bush.

ADDITIONAL COMMENTS:

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Attachment 12

Tape Date- JAN. 16, 1991
Title- Presidential Address: Persian Gulf Air War Begins
Length- 13 min.

Topic- Description of the Air Attack on Iraq
Type of Presentation- Speech
Location- White House Oval Office

SD- strongly disagree D- disagree N- neutral A- agree SA- strongly agree

LOGOS (use of reasoning)

-Provide a brief summary of main points and describe how these main points are substantiated.

The speaker effectively clarifies main points of the position taken and provides appropriate substantiation for these main points.

SD	D	N	A	SA
1	2	3	4	(5)

Bush announces that the Air War has begun (to liberate Kuwait). He substantiates the liberation as the only means to oust Saddam Hussain from Kuwait. Bush conveys restraint by saying no ground troops involved in the liberation. He reiterates that the primary objective is to restore the legitimate government of Kuwait.

ETHOS (character of speaker)

-Provide a brief summary of main factors that comprise speaker's character (i.e. trustworthiness, expertness, goodwill, & charisma) and how this character is conveyed.

The speaker effectively conveys positive character (i.e. trustworthiness, expertness, goodwill, and charisma).

SD	D	N	A	SA
1	2	3	4	(5)

Bush's character is very much intact. His tone is that of a direct, stern, benevolent leader... very polished. He clearly presents himself as the commander-in-chief of the country leading the New World Order. His prudence highlights his trustworthiness, goodwill & expertness.

PATHOS (stimulation of emotions)

-Provide a brief summary of speaker's stimulation of audience emotions (i.e. anger, friendship, fear, shame, &/or pity) and how this stimulation is achieved.

The speaker effectively stimulates audience emotions (i.e. anger, friendship, fear, shame, and pity)

SD	D	N	A	SA
1	2	3	(4)	5

The Oval Office as a setting for the speech lends credibility to Bush's position. He stimulates audience emotions by quoting from letters home (written by soldiers) and he mentions the role of the U.S. in the New World Order. Saddam Hussain is painted as an evil invader.

ADDITIONAL COMMENTS:

Bush pronounces Saddam Hussain as Săddăm (see Attachment #4).

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